

**CLAIMS:**

5 What is claimed is:

1. A lamp assembly comprising:

a light source having two sealed electrodes sealed in a seal area and defining a lamp axis;

10 a concave shell having an internal surface with a reflective surface formed thereon, said shell having a neck defining a neck cavity and a reflector axis, said neck being provided with an electrical connection and a mechanical support for said light source;

said shell surrounding said source to reflect light from said source to a field to be illuminated during lamp operation, said source and said reflector being oriented with said lamp axis to be substantially co-axial with said reflector axis, and at least a portion of at least one of said electrodes extending in said neck cavity; and

a zone formed in said neck cavity for substantially redirecting specular reflection away from said seal area.

20 2. The lamp assembly of Claim 1 wherein said zone comprises a plurality of facets arrayed about the surface of neck cavity.

3. The lamp assembly of Claim 1 wherein said zone comprises a stippled pattern arrayed about the surface of said neck cavity.

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4. The lamp assembly of Claim 1 wherein said zone comprises a plurality of closely spaced longitudinal grooves arrayed about the surface of said neck cavity.